

OFFICE OF THE GENERAL COUNSEL
DIVISION OF OPERATIONS-MANAGEMENT

MEMORANDUM OM 21-07

March 23, 2021

TO: All Regional Directors, Officers-in-Charge, and Resident Officers

FROM: Beth Tursell, Associate to the General Counsel

SUBJECT: Engaging in Effective Outreach

The purpose of this memorandum is to reaffirm the Agency's Outreach and Public Information Programs. [Memorandum OM 06-66, Outreach to Promote a Broader Awareness of the Act](#) recognized that we have a duty as public servants to help educate the citizens we serve and provide needed services to those who seek our assistance. The importance of that duty has not changed in the intervening years. It remains essential to our mission that we continue our long and strong culture of engaging with the public to promote a greater awareness and understanding of the Act. This engagement includes both working with our colleagues within the labor and employment relations community and reaching out to other communities who may not be familiar with the Act, including those just entering the workforce and other underserved populations.

To achieve these important goals, Regions should determine the most effective means of reaching out to particular groups in their area, including selecting those employees who may engage in outreach activities on behalf of the Agency.

This memorandum lists resources available to support effective outreach, identifies first steps to reinvigorate Regions' outreach programs, and describes creative practices that Regional Offices have used to further develop and promote local outreach programs. We encourage you to consider these ideas for your programs.

Objectivity and Neutrality:

Field representatives engaged in expanded outreach activities must be particularly sensitive to protecting the Agency's neutrality and maintaining the appearance of neutrality. As always, presentations must be objective and accurately reflect the Agency's mission. Regional managers are encouraged to discuss and oversee proposed presentations with the staff prior to individual presentations and follow up after the event to assess the effectiveness of the activity.

Resources Available to the Public:

The Agency maintains a multifaceted webpage that includes general information about the NLRB, rights protected under the NLRA, recent case developments, news and publications, etc. <https://www.nlr.gov/>. The website also includes information about each [Region](#) and a direct link to the Region's webpage. Further, the website provides a [centralized speaker-request resource available](#) for members of the public to request Agency representatives to make presentations. The Division of Operations-Management responds to inquiries made through that portal and contacts Regional Offices and Headquarters branches to arrange coverage.

The Agency also currently [offers a mobile app](#) that provides stakeholders with information about their rights and obligations under the Act.

Outreach Suggestions:

The following are suggestions and best practices for reinvigorating and expanding your outreach activities.

1. Outreach to Those Unfamiliar with the Act – Those who do not know what rights and responsibilities the Act establishes will not be well positioned to exercise their rights or comply with their responsibilities. Outreach to communities and individuals unfamiliar with the Act is an important Agency function, critical to effective administration and enforcement of the Act. Regions should make every effort to expand the community to whom we reach out so that we can educate and inform people who may not be familiar with the Agency or our mission. These efforts may include:

- Contact local groups assisting underserved populations, such as legal aid clinics and immigrant advocacy centers, to offer speakers or resources on employment-related issues.
- Participate in, or make a presentation to, pro bono legal clinics sponsored by law schools and other community centers.
- Contact local community centers, libraries, and/or public access radio and cable television channels to offer speakers or develop public service announcements.
- Advertise in local publications, foreign-language newspapers, and in newsletters published by educational institutions, bar associations, pro-bono legal organizations, and other non-profit groups to offer speakers or other resources on employment-related issues.
- Develop a network with local, state, and federal agencies that address employment concerns and arrange public forums and educational seminars to reach communities that could benefit from a joint presentation of information about available employment-related services. Where coordination is possible, Regions should contact their local EEOC and DOL (Wage and Hour Division and Occupational Safety and Health Administration (OSHA)) Outreach Coordinators to work with them on outreach projects.
- Contact state and federal agencies that deal with employment-related concerns and provide fact sheets and information about what the NLRB does. Offer the name, phone number and/or e-mail of a Regional Office supervisor or manager to contact with questions.
- Contact employment-related local, state, and federal agencies and arrange for a joint program to educate their staffs about the Agency's role and to have them provide information to our staffs about the services that they provide. Many Regions have already arranged joint activities with the Wage and Hour Division of DOL, EEOC, and FMCS in their communities. This should be expanded to other agencies.
- Offer presentations about the Agency's mission to local elected officials and their staffs to educate them about the Agency's statutory role, procedures, and policies. Some Regions have invited the staffs of their local congressional delegations to visit the Regional Office and receive a briefing about the Agency's mission.
- Explore opportunities to provide information about employment rights and responsibilities directly to organizations that provide services to veterans, individuals receiving public assistance, and individuals with disabilities. Consider partnering with state job training centers and local non-profit organizations that provide job counseling or legal assistance.

- Work with foreign embassies and consulates to provide advice and assistance to non-U.S. citizens, and to offer speakers at events that serve their communities. In the past, the Agency has entered into MOUs with embassies and consulates and Regions should look to renew or expand these agreements. Additionally, Regions have participated in Labor Rights Week activities and other outreach activities.
- Contact high schools, trade schools, and local community colleges to participate in job fairs, public service days and to address students in classes.
- Review local business journals for events that relate to our outreach objectives and register to attend or explore opportunities for further collaboration. Consider direct contacts to the local Chamber of Commerce, NAACP, and ethnic business groups to offer speakers or networking opportunities. Some Regions have sent letters to local practitioners and community organizations offering to provide speakers and/or an opportunity to “meet and greet.”

Regions should prioritize requests to speak to groups in the above categories. You are encouraged to be innovative in developing approaches and to share successes with your Deputy or AGC and with other Regions.

2. Speaking Engagements and Other Communication with Those Already Familiar with the Act. Events where an Agency employee provides information to the public have always been one of our primary and most effective means of engaging stakeholders. Every office has engaged in this type of activity and it has generated overwhelmingly positive feedback. The groups sponsoring these events are diverse and include bar associations, labor organizations, educational institutions, advocacy groups, legal aid clinics, and employer management groups. In some instances, a Region or several Regions sponsor these events, either to discuss recent developments (e.g., new R case rules) or as part of an annual symposium. If COVID conditions make it unsafe to gather, Regions should explore engaging in these activities virtually, e.g., through ZOOM or other video or audio conference technology.

Regions should review and update their contact list of stakeholders and make every effort to reach out to them to let them know we are available for such events.

If you have any questions about this memorandum, please contact your AGC or Deputy.

/s/
B.T.

cc: NLRBU
Release to the Public

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